

## DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship is as stated below next to my name;

I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

### OVERHEAD HIGHWAY BILLBOARD AND MARKETING METHOD

the specification of which: ☒ is attached hereto.  
☐ was filed on: \_\_\_\_\_  
as Application No.: \_\_\_\_\_  
bearing attorney docket no.: 81452.0002  
and was amended on: \_\_\_\_\_  
☐ was filed under the Patent Cooperation Treaty (PCT) and  
accorded International application no. \_\_\_\_\_, filed \_\_\_\_\_.

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to patentability as defined in 37 C.F.R. § 1.56.

### Prior Foreign Application(s)

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 385(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Country	Application Number	Date of Filing (day, month, year)	Date of Issue (day, month, year)	Priority Claimed	
				Yes <input type="checkbox"/>	No <input type="checkbox"/>
				Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Prior Provisional Application(s)**

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below:

Application Number	Date of Filing (day, month, year)
60/478,913	16-June-2003

**Prior United States Application(s)**

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT International filing date of this application:

Application Number	Date of Filing (day, month, year)	Status - Patented, Pending, Abandoned

Additionally, I hereby authorize, Wiley Rein & Fielding LLP, whose address is 1776 K Street, NW, Washington, DC, 20006, to insert hereon any application, inventor, or customer number identification necessary or desirable, including the filing date and application number of said application when known.

And I hereby appoint, both jointly and severally, as my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith the following attorneys, their registration numbers being listed after their names:

David J. Kulik, Registration No. 36,576; Floyd B. Chapman, Registration No. 40,555; James T. Bruce, III, Registration No. 31,491; Gregory R. Lyons, Registration No. 37,666; James H. Wallace, Jr., Registration No. 25,541; Kristin Yohannan, Registration No. 38665; Kevin P. Anderson, Registration No. 43,471; Scott Bain, Registration No. 46,357; Christopher Hale, Registration No. 48,940; John W. Kuzin, Registration No. 46,848; Christopher Mills, Registration No. 46,934; Mark Pacella, Registration No. 46,974; and David Walker, Registration No. 43,976; all of the firm Wiley Rein & Fielding LLP, 1776 K Street, N.W., Washington, D.C., 20006, associated with Customer Number 29693.

All correspondence and telephone communications should be addressed to:

Wiley Rein & Fielding LLP  
Attn: Patent Administration  
1776 K Street, N.W.  
Washington, D.C. 20006

Telephone Number: 202.719.7000  
Facsimile Number: 202.719.7049

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature

Date

1-15-04

Full Name of  
First Inventor:

KEACH  
(Family Name)

Eckley  
(First Given Name)

M.  
(Second Given Name)

Citizenship: US

Residence: 520 South Fourth Street, Las Vegas, NV 89101-6593

Post Office  
Address: Same as above

\* \* \*

WRFM1N 12161744.1